

A Heritage Development Plan for Nacogdoches

CONTRIBUTOR

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A HERITAGE DEVELOPMENT PLAN FOR NACOGDOCHES



INTRODUCTION

This document contains three separate but related components which form a Heritage Development Plan for the City of Nacogdoches, Texas. The three components are:

PART 1: An Urban Image Analysis

PART 2: Banita Creek Promenade Master Plan

PART 3: An Economic Analysis

Each of the three parts was produced by graduate faculty and students associated with the Texas Target Cities Program at Texas A&M University. The Texas Target Cities Program is administered by the Department of Landscape Architecture & Urban Planning, located in the College of Architecture.

The production of this document began in the Spring of 1997, with an analysis of the urban image of Nacogdoches prepared by Urban Planning and Architecture students. The urban image analysis served as the basis for the second component: The Banita Creek Promenade Master Plan. This part of the document was produced by graduate faculty and students from Landscape Architecture. The third and final component is the Economic Analysis. It was produced by Dr. David R. Ellis in association with Texas A&M University's Center for Housing and Urban Development. An additional component in the form of an Internet Website was prepared for the City by Mr. Jamal A. Al-Qawasmi. The Website is aimed at profiling and promoting the historic resources of Nacogdoches. However, information pertaining to the proposed Website is not included in this document. The analyses and information contained in this

report are aimed at improving the physical appearance and the economy of Nacogdoches. Many proposals are included in each part of the report. Those responsible for producing this document believe that the implementation of the recommendations contained in it will have a very beneficial impact on the community and will improve the quality of life enjoyed by the citizens of Nacogdoches.

An Urban Image Analysis of Nacogdoches



PART 1



BACKGROUND & INTRODUCTION

In the Spring of 1997, a team of nine graduate students at Texas A&M University participated in a class dedicated to analyzing the urban image of Nacogdoches. Each student was charged with preparing a written and graphic analysis of the city. The report prepared by each student contained an identification of major urban image problems, and an Plan of Action containing initiatives that could be used in improving the urban image of Nacogdoches.

During the course of the semester the students and their instructor made several trips to the city to videotape the urban fabric. These videotapes were carefully studied over several weeks to determine the visual elements of Nacogdoches which were most and least attractive to the project team members. Most of the photographs contained in this report were taken from those videotapes.

In preparing their reports, the students were encouraged to be visionary and bold in their proposals. However, they were also told to keep their plans within the reason. They were asked to provide proposals which could be implemented within the context of limited funds, human resources, time, etc. It is felt that the proposals contained in this document meet these

stipulations. All of the proposals contained in this document are considered to be very “doable.”

This report is broken into four parts. The second part, The Image of the city, is a critical analysis of the visual image of Nacogdoches as it exists in 1997. Sixteen urban image indicators are addressed in this section. Some of the statements contained in this section of the report may be considered quite strong. It was not the intent of the project team members to offend anyone. Instead, the students and their instructor felt that the city would be best served by an honest and unvarnished discussion of the visual problems found in Nacogdoches. Part 3 of this report contains the proposed Plan of Action. Part 4 is the Conclusion.

Much of this report concentrates on three primary areas of the city. These are, Highway 21, Highway 59, and the Main Street/Downtown/Plaza district. The reason that the project team concentrated on these three areas is quite simple. When a person travels to or through Nacogdoches, these are the three areas that such a traveler will invariably encounter. The average person traveling through Nacogdoches does not leave the arterials to pursue the inner core of the city. But it is a certainty that this same traveler

will traverse Highway 21, or 59, or perhaps the Downtown area. Thus, the largest part of a visitor's mental picture of the Nacogdoches will be dictated by the impression left from these three components of the city's urban fabric. From this point forward the area circumscribed by Main, Fredonia, Pillar, and Pecan Streets is referred to as the "Plaza". Unless otherwise stated, references to the "Downtown" also include the Plaza.


The purpose of this document is to serve as an energizing platform for actions and initiatives by the city of Nacogdoches, civic organizations, private sector institutions, and citizens in efforts to improve the look of the city. It is felt that any success in improving the image of Nacogdoches will lead to greater civic pride, resident satisfaction, and increased economic diversity and stability. In the end, it is hoped that this document will lead to improvements in the quality of life enjoyed by the citizens of Nacogdoches.

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PART 2

THE IMAGE OF THE CITY: 1997

1. Gateways

Every city should  have some physical identifiers which greet visitors and which announce that he or she is entering the city. Planners and landscape architects refer to these identifiers as "Gateways." Gateways are essentially landscaped signs which serve as landmarks and which tell people that they are



entering or leaving the community. Typical examples are shown in the photos below. More and more municipalities are using gateways as part of their urban image program. Gateways are not limited to cities. There has been a significant rise in their use by residential subdivisions, business complexes, and industrial parks in recent years. Well designed and strategically placed gateways tell citizens that the city has a sense of place and a sense of pride in itself.

Nacogdoches has no gateways. The two major arterials which serve the city (Highway 21 and Highway 59 [North Street]) have no gateways on them. Nacogdoches is perhaps the oldest city in Texas; yet there is nothing to tell the world about

this proud fact. People visiting Nacogdoches must assume that they have arrived because there is nothing to indicate that they have entered the city. Likewise, there is nothing to indicate that they have left Nacogdoches. Gateways can make a very powerful statement about the self-image of a community. They can be a potent force in projecting a municipality's urban image. The only existing signs which announce the city are unattractive and do not leave a positive impression of Nacogdoches.

2. Overhead Utility Lines

The photos on this page show two examples of buildings in Nacogdoches encumbered with utility lines. There are many examples of buildings and streets within the city that are less attractive than they might otherwise be because of the electrical, telephone, and cable lines strung across elevated poles. These lines and poles not only add to the visual clutter of Nacogdoches but also present a genuine issue of public health and



safety. When poles and lines blow down they can create very serious threats to citizens and

property.

The Commerce Street area in downtown Nacogdoches is particularly troubled by the presence of a complex web of power lines strung across the backs of buildings which face on Main Street. Since there is no alley between Main Street and Commerce Street, these power lines, transformers and other electrical paraphernalia



are clearly visible to the public. They detract from the visual image of the structures on Commerce Street and do not present a pleasing street scene to those persons shopping in stores on Commerce or Church Street.

3. Streets

The streets in Nacogdoches are fairly typical of those that might be found in a medium-sized Texas city. In most cases, they are wide, with good alignments, and their paved surface is in relatively good condition. There is, however, a significant problem associated with the two most prominent streets in the city's thoroughfare system.

There are large sections of both Highway 59 and Highway 21 that have no curb and gutter. In several instances, most notably on North Street, the absence of curb and gutter creates a situation in which the entire frontage of a business site serves as a driveway. Thus, as illustrated by the photos below, access to Highway 59 from these associated businesses is totally uncontrolled and may be made from anywhere on the business site. This is a very dangerous situation and it lends itself to a higher incidence of traffic accidents. Drivers in vehicles moving along these streets have no identifiable places (designated driveways) to look for cars that are exiting or entering traffic. Since the entire length of the business site becomes the driveway, the driver on

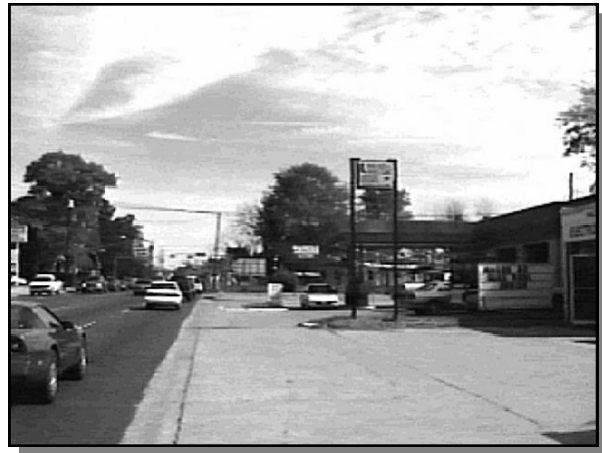


the street must be extraordinarily aware of such traffic. When this awareness is absent, the rate of auto accidents increases.

The street shoulders along Highway 59 are either very narrow or almost nonexistent. The absence of adequate shoulders is probably most evident along those portions of the highway frontage used

by auto dealerships. Here, cars are lined up next to each other with their hoods facing the thoroughfare. Many of these cars are so close to the highway they are almost in the roadbed itself. The overall impression is one of a congested arterial even though the street itself may be fairly free of traffic.

Both Highway 59, and to a lesser extent Highway 21, have a very busy and cluttered look to them. This is the result of the strip commercial zoning which has been allowed to occur along the entire length of these streets. The presence of so many businesses on North Street directly impacts on the flow of traffic on that arterial. The high number of egress and ingress drives to businesses creates



a foundation for what urban planners refer to as “marginal interference.”

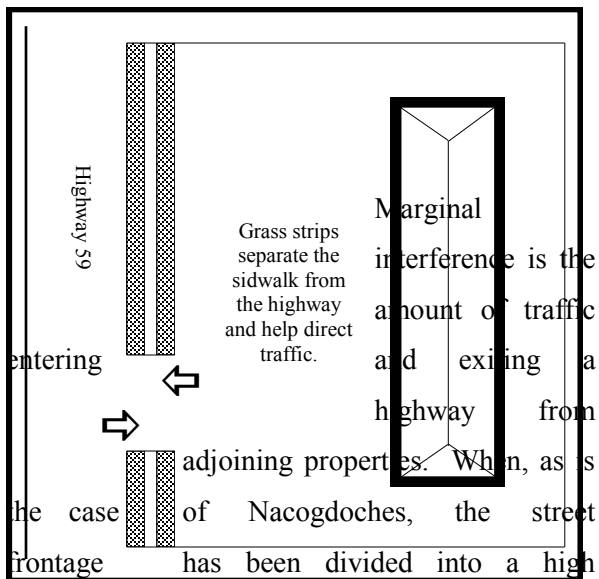
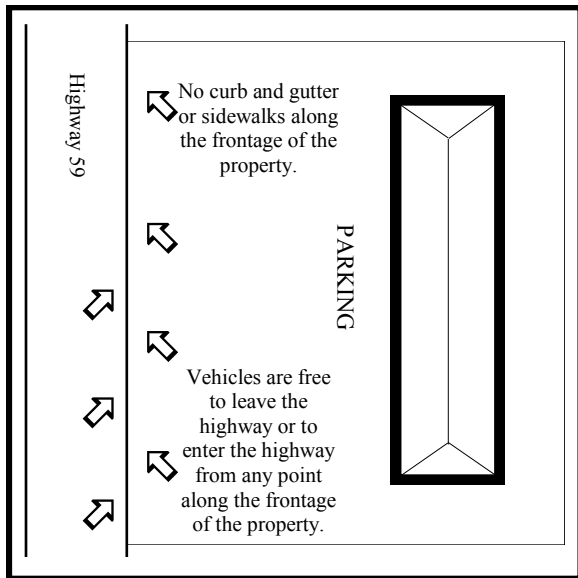
for vehicles entering or exiting the street.

4. Sidewalks & Bicycle Paths

There are sidewalks along portions of both Highways 59 and 21, however, they are limited in their location. There are sidewalks on both sides of Highway 21, but only in those areas of the city near the intersection of the two primary arterials and the downtown area. West on Highway 21, there are no sidewalks beyond the railroad tracks. East on the same arterial the sidewalks stop at the end of the city's downtown district. Much the same can be said for Highway 59. There are no sidewalks south of the Main Street. North of Main Street the sidewalks are intermittent and stagger from one side of the thoroughfare to the other.

There is no designed pedestrian system associated with either of these two principal arterials. The absence of a unified sidewalk system presents an unfavorable picture to persons passing through Nacogdoches because it makes it look as though the city is unreceptive to the need for pedestrian access.

The sidewalk situation is even more pronounced for bicycle paths. There are essentially no bicycle paths in Nacogdoches. It seems odd that a community with a university campus would appear to be so indifferent to the potential for bike related traffic. This is particularly apparent in both the Stephen F. Austin University campus area as well as Main Street/Downtown. Bicycle



number of small lots, each of which has at least two egress and ingress drives, the level of marginal interference increases dramatically. The end result of this strip commercialization along the street corridor is a very significant reduction in the flow of traffic because drivers are constantly slowing down or halting to make way

riders were seldom encountered by the project team.

5. Signs

There is an over abundance of signs in Nacogdoches. It does not matter if one is talking about billboards, pole signs, off-premises signs, or portable signs. There are just too many signs. Historically, the city has taken a liberal attitude towards the control of signs. That policy has not served the best interests of Nacogdoches. As one of the students in the team stated in her report:

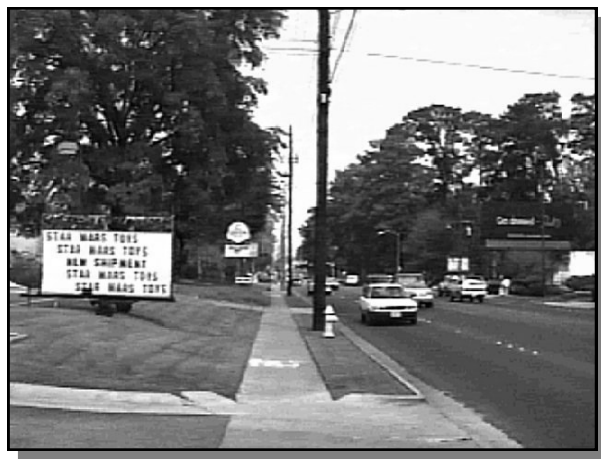
“If I had to describe Nacogdoches in one word, that word would be ‘cluttered’.”



The vast majority of signs are located on Highway 59. There are so many of them that the cumulative effect of them renders individual signs ineffective as advertising devices. The number and type of signs on Highway 59 do a disservice to the city from the standpoint of projecting a positive community image. There are several large billboards on Highway 59, some

of which are unattractive. Perhaps the two most obvious billboards are located on the east side of the bridge near the intersection of Highways 21 and 59. This is the most prominent intersection in Nacogdoches.

Off-premises signs (those not located on the site of the business that they advertise) are very abundant in the city. Some of these are particularly harmful. For example, a large plastic



panel, single-pole sign advertising a Mexican restaurant almost completely obscures the south bound view of a beautiful old historic home located on Highway 59. What is worse, the restaurant is no longer operating but the sign remains.

The maintenance of signs in Nacogdoches is very poor. There are a number of signs that are in very bad condition and look as though they have been standing unattended for many years. The city does not presently have a law that would require business owners to remove old signs when they terminate their businesses. The absence of such a law has made it easy for property owners and

tenants to simply walk away from sites after they have been closed or the lease has expired. These poorly maintained signs present an unsightly look to this highway corridor.

One of the biggest problems with signs throughout Nacogdoches is the number of sign panels that are missing from their brackets. The photograph on this page shows one of the



numerous sign brackets that are missing one or in some cases all of their related sign panels. These signs are particularly noticeable and present a very negative picture to both residents and travelers alike.

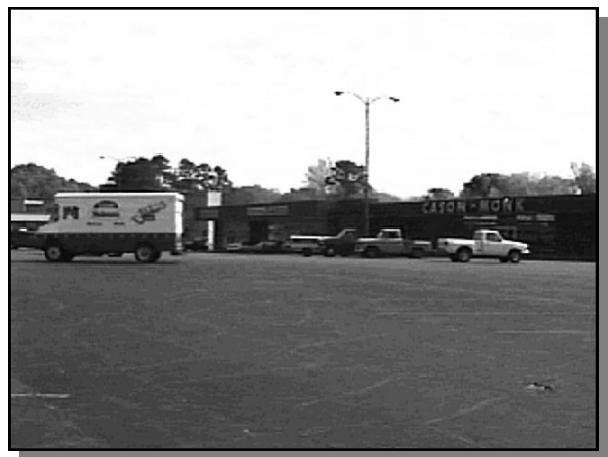
The plethora of signs in Nacogdoches is made even more of a problem by the presence of a high number of portable signs. These plastic and metal signs, often electrified, detract from the visual image of the city. They give a “tacky” look to the streetscape because they are impermanent.

6. Trees and Plant Material

The city of Nacogdoches is indeed fortunate to be the home of a diverse collection of trees and natural plant materials. Nothing reduces the harsh edges of urban development as much as beautiful trees, shrubs, and ornamental grasses. Most people probably have an image of East Texas as a region that is rich with a lush canopy of trees and plants. Unfortunately, the pattern of land development in Nacogdoches has resulted in much of this natural flora missing where it would be most advantageous. There are stretches along Highway 59, most notably around the SFA campus, where the trees and the plants serve as an effective backdrop to the businesses, shops, and residences. But much of the natural vegetation along the arterial has been cut and removed. The resultant visual image is one of a street that is over-developed with an emphasis on concrete and brittle surfaces.

7. Landscaping

The statements above pertaining to trees and plant material could just as easily be made about the use of landscaping in Nacogdoches. Apparently



there has not been a landscaping requirement for shops and businesses developing along either of the primary arterials. Few of the restaurants, shops, and office buildings that line Highway 59 have much in the way of landscaping. Exceptions to this are the Freedonia State Bank, Dairy Queen, Long John Silvers, the Peking Chinese Restaurant, and the Burger King. All of these businesses have made good use of landscaping. The absence of landscaping is probably most apparent in those sites that have been used for grocery markets and auto dealerships. As the photos show, there is almost no landscaping associated with these sites. Again, the resultant image is hard-edged, brittle, and unattractive.

8. Weeds

Nacogdoches has no monopoly on weeds. However, there are a number of places in the city where weed control has been neglected. The weeds subtract from the look of a city. Weeds



growing up through concrete streets, curbs, and sign areas give a city a neglected and depressed look. The photo on this page showing weeds

growing up around a stop sign was taken less than a block from the Downtown district.

9. Trash and Litter

The general impression of Nacogdoches is of a city that is relatively clean and free of trash and litter. However, there are several areas along Highway 21 and most notably Highway 59, where trash and litter are abundant and clearly visible. Most of these are simply sites where the apparent breakdown in trash pick-up has resulted in dumpsters that are overflowing with trash. This overflow of trash presents an image of



messiness and disorder that is unflattering to the city. There do not appear to be any trash containers or dumpsters that have been located for the general use of the public. Even the downtown area is practically devoid of trash containers.

10. Building Maintenance

Most of the Businesses and homes in Nacogdoches appear to be fairly well maintained. There are, however, several areas along the

arterials and in the Downtown district where properties have not been maintained. Presently, the city does not have a property maintenance code. The presence of buildings with peeling paint, missing roof shingles, broken windows, etc., is frequently interpreted as a community that lacks pride.

11. Empty Buildings

There are several empty buildings located throughout Nacogdoches. Many of these structures are boarded-up and appear to have been empty for a considerable period of time. The presence of these unused businesses, particularly along Highway 59 and in the Downtown district presents a very depressed visual image of the city.



12. Urban Blight

Urban blight is simply the visible decaying of urban fabric. It consists of a combination of factors that might include several of the items addressed above. There are a couple of areas in Nacogdoches that reflect the presence of urban blight. A good example of this is the row of

commercial buildings and a theatre on the east side of North Street at the north end of the SFA campus. This collection of buildings is especially troublesome. This area of the city should be thriving. Instead, the buildings are vacant, and appear to be poorly maintained. The proximity of these decaying structures to the SFA campus casts a negative shadow not only on the



city but on the University as well.

Nacogdoches is a city with few alleys. The absence of alleys has created a visual problem because the buildings on Main, Fredonia, Pecan, and other streets in this area have no backside as such. The backs of the buildings do not face alleys, they face streets. Thus, merchants in the Downtown and the Plaza do not have the privilege of alleys that would give them spaces to hide some of the more unattractive aspects of their business. A good example of this is Commerce street with its web of overhead lines and telephone poles. Another example is Pillar Street which is lined with the backs of the buildings. Perhaps the worst example of this is

found at the northwest intersection of Pecan and Pillar Streets. The buildings on that corner face onto Pecan Street. But the backs of those buildings is clearly viewable from Highway 59. The photo above shows dilapidation, boarded up enclosures, power lines, and general lack of attention to the fact that these structures are seen



by the public each and every day.

Metal roofs for buildings is a southern tradition. There are a number of structures on Highway 59 that have metal roofs. Unfortunately, many of these same structures have roofs that are rusting and which present a very decayed appearance.

13. The Downtown

The Downtown district in Nacogdoches retains much of the charm associated with the interesting ensemble of old and historically significant structures that compose it. There are several structures that are very striking and handsome. For the most part, these buildings have been well maintained. There are signs of continuing interest in the renovation and reuse of these

structures. And the presence of little touches, such as the brick paving on several of the streets and the landscaping on the Plaza clearly show that this part of the city remains viable.

There are, however, problems associated with the Downtown district and these problems impact the perceived image of Nacogdoches. A strong effort has not been made to preserve the architectural integrity of the structures in the Downtown. Thus, several buildings appear to be out of character with their abutting structures. The two bank buildings are most notable in this regard. Some of the historic structures along Main Street have been enclosed with siding or other materials. The use of these materials has not contributed to a



unified theme for the Downtown district. Several of the structures, while in good condition, are unused or only marginally used for commercial and office purposes. These vacant structures add a blighting influence to the district. Some businesses that should be located in the district are not found there. A good example of this is restaurants. Almost all of the restaurants in

Nacogdoches are located on North Street. Only a couple of restaurants are located Downtown and these are almost hidden from public view.



There are many historic structures in both the Downtown and the Plaza. But one would never know that these structures have a long heritage because it is hidden by exterior facades of aluminum, stucco or other materials. These slip covers add little to the image of the city. Most of the buildings using slip covers are out of character with the buildings on either side of them. These structures symbolize the absence of a strong, clear thematic tie for the Downtown. The tie is there, but it has been closeted by the introduction of architectural styles that are out of sync with the tradition of the Downtown and the Plaza.

Probably the biggest problem with the Downtown district is the absence of any clear directions on how to get to it. One small sign, located at the intersection of Highways 21 and 59 directs people to the district. But the sign is almost hidden

beneath the maze of highway signs and directional signals. It is quite easy for a traveler to miss the directions to the Downtown district.

14. Historic Resources

Being the oldest municipality in Texas, Nacogdoches is rich in history and historic buildings. Unfortunately, few of these structures and none of the historic districts are located adjacent to Highways 21 or 59. More problematic is the fact that there are literally no directions to the historic structures or the districts. Persons traveling to Nacogdoches have difficulty visiting these places because there are no directions to show them where they are located or what one will find when one arrives. If one does not know of the city's rich past, one would have no way of knowing that there are historically significant structures in the community.

15. Underutilized Resources

There are several underutilized resources in Nacogdoches. Perhaps chief among these is



Banita Creek. The path of the creek, winding

eastward from near the present site of the Farmers Market to the area immediately to the south of the Plaza and the Downtown, makes it perfectly suited for some kind of linear park or promenade. Banita Creek is clearly visible from Highway 59. Improvements along the creek in the form of hike and bike trails, picnic areas, and perhaps even some limited use of specialty shops and restaurants would enhance the look of the creek bottom and add visual interest to an area that is presently underutilized.

The Southern Pacific Train Depot is presently a wasted resource. This interesting and historically significant structure is a community asset that should be utilized to improve the visual appearance of the city. While it cannot be seen



from Highway 59, its close proximity to the Highway 21 and 59 intersection makes it a potential amenity for attracting tourists. The depot could serve as the visual centerpiece of redevelopment efforts both within its immediate area as well as the aging buildings that line the south side of Highway 21 from the depot to

Highway 59. Done in conjunction with improvements to Banita Creek, this whole section of Nacogdoches is ripe for revitalization efforts that would have a beneficial impact on both the



look of the city and the local economy.

The talent associated with Stephen F. Austin University is not being appropriately utilized by Nacogdoches. The University's campus is very attractive, but the surrounding area is in decline. The faculty and students should be involved in the revitalization of the blighted areas surrounding the campus. There is an enormous vault of talent and expertise at an institution like SFA. This resource should not be wasted. One of the more obvious ways in which the University could assist the city is in the area of urban forestry and landscaping. SFA has one of the premier forestry schools in the nation. The involvement of SFA faculty and students in the creation of tree and landscaping programs for the city could result in significant improvements not only to the image of the Highway 59 corridor, but all of Nacogdoches.

located on the Plaza.

16. Other Issues

The current parking meters used in the Downtown add nothing to the appearance of the district. In addition to being unattractive, they probably serve as a disincentive to shopping in the Downtown. There are no parking meters in any other part of Nacogdoches.

There is no visitor center in Nacogdoches. No area or facility presently serves as the greeting place for visitors. The city needs one. It has been suggested that the Old Post Office/Library Building on the Plaza be used for this purpose. However, the team involved in the preparation of this report recommends against such a decision. The visitors center should be located somewhere in the immediate vicinity of the intersection of Highways 21 and 59. Site selection is critical to this facility because Nacogdoches needs a presence on Highway 59. Some landmark or facility needs to be there so that people will recognize it and associate it with the community. The intersection of Highways 21 and 59 is one of the most physically prominent areas in Nacogdoches. From this vantage point, visitors could be directed to the Downtown or to historic districts. The Old Post Office/Library Building cannot be seen from Highway 59; consequently it has no highway presence. Thus, even it were to be used for the visitors center some form of directional sign would have to be located on Highway 59 to tell visitors that it is

V

REGULATORY ADJUSTMENTS

1 Nacogdoches should consider a complete revision of its Zoning Ordinance. There are several elements within this document that make it inadequate and in some ways counter productive to the goals and objectives outlined in the city's Comprehensive Plan. The ordinance is "cumulative". Presently, residential land uses are permitted anywhere in the city. Homes may be located in both commercial and industrial districts. Cumulative zoning is a carry-over from the 1920's.

Early zoning concerned itself almost exclusively with preventing the invasion of the so-called high use by the lower. It



This wall sign is quite large; but it has historic character and it blends with the architectural theme of the Plaza.

PART 3



PLAN OF ACTION

☐ was soon realized however, that the effects of the inverted process might be equally deleterious. The noise, traffic and fumes of an industrial operation have the same harmful effect upon the homeowner's health and safety when the home goes to the industry as when the industry goes to the home.¹

Commercial zoning districts should be designed and intended for commercial land use activities. Similarly, industrial or manufacturing zones should be designed and limited to industrial or manufacturing uses. Almost all ordinances written today are non-cumulative.

2 Nacogdoches has more commercial zoning than it needs. Most cities have ten percent or less of their total developed land area committed to commercial land use. Nacogdoches has much more than this. As stated in the city's Comprehensive Plan:

...there is more land zoned for commercial use than the community could utilize in over the next 100 years given its projected level of growth. The net effect of this condition is to bleed the

health and vitality out of the city's existing retail areas by spreading them thinly and discouraging rehabilitation and development.²

What's more, the strip commercialization of Highway 59 has worked against redevelopment in the Downtown. Much more of the land on either side of Highway 59 should be used for office and multiple-family residential zoning. Selected commercial areas along the highway should be downzoned from their current classification to office and multiple-family residential zoning classifications. Some of this downzoning should occur in the immediate vicinity of the intersection of Highways 21 and 59 because apartments and offices would provide a potential customer base for shops, restaurants, and businesses in the Downtown, thus contributing to the revitalization of that area. A shift from commercial to other land uses would also cause a concomitant reduction in signage along Highway 59, thus improving the overall look of the city.

3 The city should get much more aggressive in the regulation of signs. All of the members of

the project team involved in this report are in agreement that the city should follow the recommendations of the Comprehensive Plan. Those recommendations include:

- A. Limiting billboards to select locations along Highway 59.
- B. Prohibiting portable signs.
- C. Prohibiting off-premise signs.
- D. Limiting the size and placement of all signs.

4 The Zoning Ordinance presently has no requirement for the provision of landscaping. The absence of such a provision has hurt the city because only a select group of businesses have been willing to landscape their sites. Creating and strongly enforcing a landscaping requirement in multiple-family residential, office, commercial, and industrial zones is probably the single most important strategy that Nacogdoches could employ to improve the look of the city.

5 An exclusive “Artisans” district should be added to the Zoning Ordinance. This district would permit a very free use of property for the display and sale of arts and crafts. This should be a non-cumulative district limited to only those uses specified in the Zoning Ordinance. Land uses incompatible with artistic endeavors should not be permitted within this district.

6 There is no office district in the Zoning Ordinance. One should be created. There are several areas along Highway 59 that would be perfect for an office district. An office district

could even be used effectively in or near the Downtown. Office areas automatically create a need for restaurants and other service businesses to meet the needs of office employees.

7 The Nacogdoches Zoning Ordinance does not contain any maximums on impervious site cover. Limiting impervious site cover of lots is a standard practice in contemporary zoning. Many cities limit lot coverage to aid and abet in their storm water management programs. However, limiting impervious site cover also has the added benefit of permitting more air and sun to access the site. The resultant urban image is more humane and better looking. The ordinance should also contain setback and side yard requirements for all commercial districts other than the Downtown.

8 The Zoning Ordinance does not regulate building height in commercial districts. This should be modified and structures should be limited in their height where their sites abut residential or historical properties.

9 The city’s Historic Preservation Ordinance should be expanded to require architectural continuity where new buildings are being sited next to historic structures. Such an ordinance would reduce the apparent pattern of architectural incongruity that has been allowed to occur in several places, most notably in the Plaza.

10 The city should consider the creation of a

Community Appearance Council. A copy of an ordinance for the creation of such a group is included in the Appendix of this report. The Council should be given the charge of creating and enforcing a Property Maintenance Code. Property owners should not be allowed to let their property become blighted. The cumulative impact of urban blight is very harmful to a city's urban image.

11 The access control guidelines identified in the Transportation Section of the Nacogdoches Comprehensive Plan should be implemented. The problem marginal referred to in Part I of this report should be addressed with an Access Ordinance. A minimum lot width/size standard should be imposed on commercial development along Highway 59. Over time, this would substantially reduce the number of access drives on that thoroughfare.

12 The city should create an urban forestry program and it should adopt and implement a Tree Preservation Ordinance. The trees in Nacogdoches are a precious visual asset. Every effort should be made to protect and save them. There are several model ordinances available from organizations such as the National Arbor Day Foundation.

PROPOSED INITIATIVES

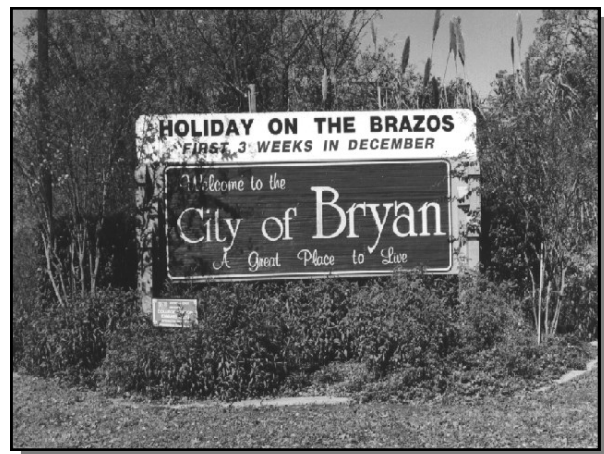
1 Gateways

Nacogdoches should have attractive gateways

located on both Highways 21 and 59. The two most critical locations would be on the West side of Highway 21 and the South side of 59. A better plan would be to construct gateways at both ends of each of these major thoroughfares. Nothing will improve the first impression of Nacogdoches like an attractive, well designed, landscaped and lighted gateway.

2 Overhead Utility Lines

The city should adopt a policy of requiring underground utility lines for all future development. In addition, efforts should be made to begin a systematic removal of existing overhead lines with replacement lines that are underground. City staff should work in concert with the power company to establish a long-term schedule for the replacement of these overhead



lines.

3 Streets and Sidewalks

Curb and gutter should be added to both sides of the entire lengths of both Highways 21 and 59. The minimum commercial lot width standards



recommended in the preceding section on regulatory adjustments should be made and the city should adopt an ordinance to control site access.

Landscaped medians with pavers (bricks, aggregate, etc.) should be added to Highway 59. In addition to improving the look of the thoroughfare, the medians would aid in traffic efficiency and safety.

Linear bike and hike paths should be designed and added to at least one side of both Highways 21 and 59 along their entire lengths. Landscaping should also be included in these sidewalk improvements.

4 Signs

Nacogdoches is cluttered with too many signs. A new sign ordinance is needed. Portable signs and off-premises signs should be prohibited. Billboards should be restricted. Efforts should be made to alleviate the two large billboards located on the East side of Highway 59 at Banita Creek. The number of signs per site should be limited.

Businesses that terminate should be required to remove their signs as a part of the closure process. Sign maintenance should be obligatory. There are far too many signs in Nacogdoches that have major components missing.

5 Trees and Plant Material

The city should establish an urban forestry program. Part of this program would include the tagging of trees and the establishment of laws



protecting them. The city should sponsor tree giveaway programs to encourage property owners to plant trees on their property. Trees should be required as a screen buffering requirement on the backside of commercial lots facing Highways 21 and 59.

6 Landscaping

A landscaping section should be added to the Nacogdoches Zoning Ordinance. Industries, business establishments, office complexes, and multiple-family projects should be required to contribute a percentage of their sites to landscaping. This is often done in conjunction

with off-street parking requirements.

7 Weeds

The city should pay much closer attention to the presence of weeds in parts of the city that are clearly visible. There are several places in the



Downtown/Plaza, on Highway 59 and Highway 21 where the weeds are visible from the street. Efforts should be made to eliminate these unsightly blemishes on urban fabric.

8 Trash and Litter

The city should implement a comprehensive program of providing trash containers and trash pickup for the Downtown/Plaza area. An ordinance should be developed which would require businesses along Highways 21 and 59 to locate their dumpsters at the rear of the property, preferably out of sight. Attractive landscaped dumpster enclosures should be required for all new businesses established along these transportation corridors. During the summer months the city should employ high school students to serve as a trash and litter corps. Cleaning the trash and litter from the roadways,

parking lots, and alleys in the city would go a long way to improving the look of Nacogdoches.

9 Building Maintenance

As referred to above in the section on regulatory adjustments, the city should create both a Community Appearance Council and a Property Maintenance Code. Additionally, twice each year the city should sponsor a Clean-up, Fix-Up, Paint-Up campaign to encourage property owners to maintain their properties. During these campaigns local hardware stores, paint stores and building supply companies should be encouraged to discount their products to motivate property owners to participate in the maintenance program.

10 Empty Buildings

The city should establish a tax incentives program for vacant commercial properties in Nacogdoches. Entrepreneurs willing to establish businesses in buildings which have been vacant for a certain length of time should receive a tax break from the city to encourage them to do so. Additionally, the city may wish to consider the establishment of a risk capital pool for low cost loans to encourage entrepreneurship. Every opportunity should be taken to use the city's economic development programs to create a better urban image for Nacogdoches.

11 Urban Blight

In addition to the initiatives identified above, the city should embark on a proactive program of community revitalization. Nacogdoches cannot,

in some cases, wait for the private sector to react. An example of this is the area immediately to the north of the SFA Campus. This area along North Street should be redeveloped immediately before it decays further. The city should be bold in its initiatives to reestablish the viability of this area. Such action may include the use of eminent domain power to purchase, fix-up, and resell these properties. Continued disinterest and neglect will result in further deterioration and a progressively depressed image for this section of Nacogdoches

12 The Downtown

The Downtown is showing urban decay. To arrest this decay and to re-energize this area the city must take several actions. It will be necessary for the city to purchase some properties in a revitalization program such as the one described in above. Action by the private sector to use some of the vacant or underutilized buildings located on Main Street or the Plaza has not materialized. It will be necessary for the city to underwrite the revitalization of some of these properties. However, this does not mean that Nacogdoches will take a financial loss on these properties. In fact, it may well be that once refurbished, these buildings will prove to be very marketable.

Tax incentives and low cost loans should be provided to those entrepreneurs who want to start certain kinds of businesses on Main Street or the Plaza. These should include restaurants, pubs,

nightclubs, galleries, artists studios and shops, antique shops, and specialty shops. An infusion of such businesses into this part of the city would add interest and vitality to an area that needs it.

The slip covers that have been used on several of the buildings in this section of the city should be removed. Property owners should be encouraged to remove these covers and to return their buildings to the original facades. There are probably several historic treasures hidden by these architectural contrivances. The city should aggressively pursue architectural continuity that reflects the heritage of Nacogdoches.

In addition to the Gateways recommended in the first section of this part of the report, the city should erect attractive signs on both sides of Highway 59 to direct people to the Downtown/Plaza. These signs should be lighted, landscaped and strategically located so that they will get the attention of people traveling on this thoroughfare.

The Parking meters and poles in the Downtown/Plaza should be removed.

13 Historic Resources

The Historic Preservation Ordinance for Nacogdoches should be rewritten to require architectural continuity on the part of those properties abutting historic sites. Persons who own land next to historic structures should not be permitted to erect buildings with styles that are harmful to the character of the adjoining historic sites. The heritage of Nacogdoches is one of, if

not the most important, of the city's urban image assets.

The city should erect kiosks or staffed information booths on both sides of Highway 59 to direct people to the historic districts and the Downtown. Unmanned kiosks with computer aided touch screen maps are a cost efficient way to provide this kind of information. However, because of the presence of SFA in Nacogdoches, it probably makes more sense to staff such information booths with SFA students. Information obtained from real people is a much more humane form of assistance than that provided by an inanimate computer. It might also be possible to dress the student staff members in period costumes, reflecting the heritage of Nacogdoches. These information kiosks/booths should be attractively designed, landscaped, and clearly visible from the highway.

14 Underutilized Resources



v Banita Creek

Banita Creek is probably the most underutilized resource in Nacogdoches. The city should undertake an urban revitalization project that would include the improvement of the Creek area with hike/bike/jog trails, lighting, landscaping, and the redefinition of businesses and other assets located on or near the Creek. A plan is being prepared for the city that would provide for the redevelopment of the Train Depot, the Farmers Market area, the businesses along the creek from

Highway 59 west to the railroad tracks, and that portion of the creek from north of Highway 21 in an easterly direction to Church Street. The city should adopt this plan or a variation of it, and should immediately begin implementation activities.

v The Train Depot

The city should purchase the Southern Pacific Train Depot and use it for a publicly related purpose. If city offices are inappropriate for this facility then it could be used for small businesses such as those described in the section above on the Downtown/Plaza. A collection of small shops dedicated to antiques, artisan works, and specialty items could combine with the two restaurants already located in this area to serve as a major revitalization stimulant for this section of the city.

Actions to restore and revitalize the Train Depot, done in conjunction with improvements to Banita Creek, could serve as a catalyst for redevelopment in Nacogdoches.

v An Urban Forestry Program



The city should begin working with the Forestry Department at SFA to establish and implement an urban forestry program for Nacogdoches. Acting on its own initiative, the city should plant trees and bushes on all city owned properties. Private business owners should be offered trees and bushes at low cost. The city should sponsor teams of SFA students to install these plant materials. Homeowners should be offered free trees by the city. Here again, SFA students should be employed as a “forestry corps” to assist homeowners in planting these trees.

v Other Issues

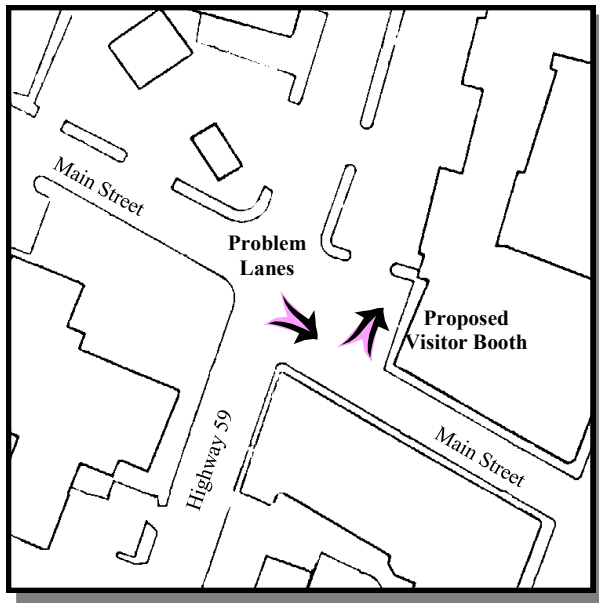
The city is encouraged to take an action that would correct a serious highway design problem presently existing in Nacogdoches, and also help the city establish a visitor’s greeting area. Both of these are needed.

The northeast corner of the Highway 21 and 59 intersection is very dangerous. As traffic moves west along Main Street drivers are faced with a very confusing situation at the aforementioned intersection. Here, depending upon how the driver perceives it, the single lane of westward moving traffic flares out to either three lanes of traffic, or as some might perceive it, an area dedicated to parking. The street bed and the parking area associated with businesses located at this corner of the intersection appear to be one and the same. There is no curb and gutter to separate the street from the parking area. The situation is made more confusing by the absence

of street markings to tell the driver if the lane is for straight-ahead or turning traffic. This part of the intersection is particularly confusing for persons who have no experience driving in Nacogdoches. Steps should be taken immediately to correct this situation.

A major city supported action that could be taken in conjunction with these proposed street improvements is the creation of a Visitor Greeting Booth at this corner of the intersection. This area is only a few hundred feet around the corner from the Downtown/Plaza and the old post office/library. However, as previously discussed, neither the Downtown/Plaza nor the Old Post Office/Library has any highway presence. They cannot be seen from Highway 59. Street presence is critical to their economic viability. The way to achieve this street presence is with a visitors booth that would serve as both an informational resource for visitors as well as a means to direct people to the Downtown/Plaza.

Another action that should be taken in association with the measures above, is the lease or purchase of the back wall of the store which is located at the southeast corner of Highways 21 and 59. This wall is presently being used as a sign for the Johnson Furniture Company as shown in the photo below. However, it is perfectly suited for a sign to tell north bound travelers that the Downtown/Plaza is to their immediate right. The city should lease this space and create such a sign.



PART 4

CONCLUSION

Nacogdoches is a city with a great heritage. It can also be a city with a great future. It is a community that has not yet begun to reach its full potential. It will not be able to reach that potential unless it is willing to aggressively pursue the recommendations included in this report. Much greater emphasis must be directed towards those activities and initiatives that will make the community more attractive. The image of Nacogdoches is directly linked to the socio-economic viability of the city. Research consistently shows that people who live in attractive, well-planned communities feel better about themselves. By implementing measures to improve the city's image, the quality of life for all of the citizens of Nacogdoches will be improved.

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- ¹ Guide to Urban Planning in Texas Communities, Chapter 4, TXAPA Educational Foundation, 1992
- ² Nacogdoches Comprehensive Plan, page 16.

The Banita Creek Promenade Master Plan



CONTRIBUTORS

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Project Area and Scope

The project area is defined as follows: the Railroad Tracks on the west, the Depot/ Restaurant area on the north, Church Street on the east, Main Street on the north, and the Creek environs on the south. This project area includes two of the most valuable natural and cultural resources of the City of Nacogdoches. One is Banita Creek - a scenic natural waterway. The other is the historic downtown of Nacogdoches. The project goal is to develop a new linear park along Banita Creek which will serve as a link between the Train Depot, the Farmers Market, commercial buildings located on west Main Street, and the Nacogdoches downtown (Main, Pillar, South, and Pecan Streets). The primary goal of this plan is to create a better linkage between these two valuable resources both visually and functionally in order to improve and enhance the uniqueness and characteristics of the City of Nacogdoches.

Program Requirements

The program requirements include the following:

1. Design a linear park with hike/bike/roller blade trails on both sides of Banita Creek.

2. Strategically locate sites along the trail for the following land use activities: a restaurant, bar, recreational equipment rental, hot dog stand, flavored ice/ice cream stand, and small band shell/gazebo.
3. Utilize the backs of existing buildings located on the west side of the Creek between the Creek per se and Main Street. Outside restaurant seating should also be provided.
4. Identify appropriate areas for auto parking.
5. Make generous use of plant material throughout.

Project Objectives

The proposed plan shall be environmentally sensitive, socially responsible, functionally efficient, safe, convenient, aesthetically attractive, financially feasible, and legally defensible. The following specific objectives are proposed to be accomplished:

1. To create an attractive place for various types of outdoor recreational, entertainment, and social activities.
2. To locate all the required development

elements in response to the on-site conditions (soils, slopes, drainage, climate, vegetation, views, etc.) and the surrounding land use context (existing and future land uses, roads and utilities).

3. To develop an appropriate park plan that accommodates a wide variety of age and user groups, including children, adults, the elderly, tourists, downtown employees, and local residents.
4. To incorporate all park design elements, including recreational facilities, planting, lighting, circulation, parking, and signage.
5. To create a sense of place by bringing together the unique character of the site with that of the neighborhood.

Design Concepts

Based on eight schematic master plan concepts generated during the early stages of the planning process, two final plan alternatives have been developed and further refined. While both plan alternatives address the above program requirements and the established objectives, they represent different design approaches. The entire project area is divided into four districts in each

alternative scheme, with each district having a different theme and functions. However, all districts are unified into a whole. The design concepts for each district of the two alternative schemes are described as follows:

ALTERNATIVE ONE

1. The Depot District

This district consists of three major components: 1) the depot/restaurant area located in the southwestern section; 2) a flea market in the southeastern section; and 3) a newly proposed RV park in the northeastern section. The old train station and the Depot are proposed to be reused as a railroad museum and information center. A plaza (called "Depot Plaza") is proposed between the depot and the existing restaurant. A new flea market is proposed to be located at the north of the existing farmers' market site, while an improved parking lot is proposed at the site of the current farmers' market. The entire market can be constructed on a raised wood boardwalk to provide a pedestrian-only shopping place and to keep it from being flooded. The proposed RV park can

provide a place and facilities for those RV travelers who want to stay overnight in Nacogdoches. To address potential flooding problems, a levee is proposed along both sides of Banita Creek. In addition, a retention pond is proposed to be located between the flea market and the RV park. The pond can be used for holding some excessive flood water due to the reduction of the existing floodplain area due to the levee construction. The pond can also become an attractive visual feature and can improve the microclimate of the adjacent area.

2. The West Pillar Street District

The concept for this district includes three major ideas: 1) to improve the image of west Pillar Street and to make it a pedestrian-friendly and attractive street; 2) to develop hiking and biking trails along both sides of the Banita Creek; 3) to develop a center of entertainment for social gatherings of residents, tourists, and college students. West Pillar Street serves as a local street linking the east and the west of the project area. Compared to Main Street, Pillar Street carries less vehicular traffic volume, and provides an easier and better access to the Banita

Creek greenway. Because of these advantages of west Pillar Street and the constraints of the existing sidewalks along the western section of Main Street, west Pillar Street is proposed to be a main pedestrian thoroughfare. New sidewalks and flowering trees are therefore proposed along both sides of west Pillar Street to make it safe, comfortable, and attractive for pedestrians. The proposed trails and open spaces will provide downtown employees and visitors with a place to relax, to exercise, and to enjoy. The proposed entertainment center consists of various places for eating performance, outdoor sitting, and shopping activities. A variety of water features are integrated with the open spaces. In addition, the parking lots in the district are redesigned and or expanded to increase a total number of parking spaces, and to make new parking lots safer and more convenient.

3. The Gateway (South and North Street) and Commerce Street District

South and North Street (i.e., Highway 59) serves as the most important gateway of Nacogdoches. This gateway plays an important role in the community image as it gives people

their first impression of the community. To improve the image of the Nacogdoches gateway, street trees and lights with banners are proposed along both sides of South Street and North Street. In addition, along the South Street Bridge, concrete, waving shape walls of four feet in height are proposed. On the street side of the walls, paintings about the history and future of Nacogdoches are proposed. These paintings can be done by local artists. The trees and the walls also provide a buffer to traffic noise from the highway for the adjacent park areas. Where Highway 59 intersects with Main Street and Pillar Street, high contrast paving color and pattern are used to draw a drivers' attention to pedestrians and to slow down the driving speed. At these two intersections, the walls of the surrounding buildings can also be used to remind people that they are coming to or leaving from Nacogdoches. Together, the trees, lights, banners, painted walls, paving, and signage, will create a unique and welcoming gateway image for Nacogdoches.

Commerce Street is proposed as a pedestrian shopping street, along which are cafes,

restaurants, and antique stores. Service delivery vehicles are permitted at designated times. The street is also accessible by emergency vehicles in case there is such a need.

4. District of Banita Park South

This district provides residents and visitors with a park setting for various recreational and social activities. The proposed facilities for active and passive recreational activities here include: a soccer field, a sport court complex for playing tennis, basketball, and volleyball, horseshoe pits, a picnic area with a pavilion, a playground for young children, an exercise jogging trail with exercise stations. A large pavilion is proposed in the area on the eastern side of the Banita Creek between Church Street and Fredonia Street. This pavilion can be used for outdoor concerts and large social gatherings.

ALTERNATIVE TWO

1. The Depot District

This concept for the Depot District consists of four major components: 1) the depot/restaurant area located in the southwestern section; 2) a flea market in the southeastern

section; 3) a newly proposed nature center in the northeastern section; and 4) a playground in the central part of the district and walking trails along the creek. The Depot is proposed to be reused as a railroad museum and information center. A plaza (called "Depot Plaza") is proposed between the depot and the existing restaurant. A pavilion is proposed that will connect both the depot and the existing restaurant through an arbor, providing views while ensuring pedestrian safety. A new flea market is proposed to be located at the north of the existing farmers' market site, while new parking lots are proposed at the south and the north side of the proposed market. The market is a covered open structure with a large decking area along the eastern bank of the creek. The proposed nature center can provide information on the natural history and the ecosystem of the region and Banita Creek. This will serve as an educational center for increasing public awareness of environmental issues. The proposed playground is located at the center of the district where mature trees exist. Walking trails provide an opportunity for people to explore and interact with nature. The whole

district will provide an attractive place for various family activities.

2. The District of West Pillar Street

The concept for this district includes three major ideas: 1) to develop a center for shopping, eating, and social gatherings of residents, tourists, and college students; 2) to improve the image of west Pillar Street and to make it a pedestrian-friendly and attractive street; and 3) to develop hiking and biking trails along the north/east side of the Banita Creek. The key space of the district is a courtyard surrounded by restaurants, retail shops, an office building, and a pavilion for entertainment activities. The pavilion will re-use the major structural elements of the old manufacturing building. Because the area along the creek is in the floodplain, use of grassy ground covers is suggested instead of hard paving surface. For the same reason, elevated boardwalks are proposed to connect buildings. In addition, native conifer trees are proposed to

provide necessary shade for outdoor activities. Public art, such as sculpture, is integrated with the open spaces. West Pillar Street serves as a local street linking the east and the west of the project area. Compared to Main Street, Pillar Street carries less vehicular traffic volume, and provides an easier and better access to the Banita Creek greenway. Because of these advantages of west Pillar Street and the constraints of the existing sidewalks along the western section of Main Street, west Pillar Street is proposed to be a main pedestrian thoroughfare. New sidewalks and street trees are proposed along both sides of west Pillar Street to make it safe, comfortable, and attractive for pedestrians. The proposed tails and open spaces will provide downtown employees and visitors with a place to relax, to exercise, and to enjoy. In addition, the parking lots in the district are redesigned and or expanded to increase the total capacity of parking space, and to make new parking lots and service delivery accesses safer and more convenient.

3. The Downtown District

This district consists of east Main Street (between South Street and Church Street),

Commerce Street, east Pillar Street, Fredonia Street, south Pecan Street, and Church Street. Of these streets, Fredonia Street, south Pecan Street, and Church Street are three major links between the Downtown and Banita Creek. Extension of the existing brick paving and planting of shade trees are proposed along these streets wherever possible. This will create a stronger sense of unity and will also provide a comfortable and attractive environment for pedestrians. At the north-eastern corner of the intersection between Main Street and Highway 59, a historical plaza is proposed to be redeveloped. This plaza will not only draw people's attention to the downtown area, but will also tell people the history of the downtown.

Commerce Street is proposed as a three-story high covered pedestrian mall and artisan district, in which there are galleries, art studios or workshops, antique stores, as well as cafes and restaurants. Street trees, lights, street furniture, and banners are also proposed here. Commerce Street can become a new attraction of downtown Nacogdoches. Service delivery vehicles are permitted at certain discrete times. The street is

also accessible by emergency vehicles in case there is such a need.

4. The Banita Park/South Street District

This district provides residents and visitors with a park setting for various recreational, entertainment, and social activities. The proposed facilities for active and passive recreational activities here include: a soccer field, a softball field, a sport court complex for playing basketball and volleyball, picnic areas with pavilions, a playground for young children, a jogging trail, an amphitheater, and a multi-use community building. The proposed amphitheater is to be located between south Pecan Street and Fredonia Street. The seating area will be on the south bank of Banita Creek, while the stage is proposed at the opposite site of the creek. This will result in a good orientation for both audience and performers, and also take advantage of the existing landform and slope. The amphitheater can be used for outdoor concerts and performance. The multi-use community building can be used by community groups or organizations for meetings and other indoor activities. Through charging user fees or rental

fees, this building can also generate a revenue for the city, which can be used for operation and maintenance of the building and the park. Four separate parking lots are proposed near major activity areas. This will not only provide easy access to all park areas within a comfortable walking distance, but also minimize the negative visual impact of a large parking lot on the park.

V

An Economic Analysis of Nacogdoches



Recent Economic History

Note: Much of the historical section of the report is drawn from Gaining Ground, a publication of the Office of the Comptroller of the State of Texas.

Introduction

In reviewing the economic history of the Nacogdoches area, it is important to place it in both a geographic and market context. This analysis does so by focusing in part on the larger Deep East Texas region of the State in general, as well as on the Nacogdoches area in specific.

Located in the Piney Woods, the Deep East Texas region contains several large cities but no metropolitan areas. The region's two large population centers--Nacogdoches and Lufkin--contribute significantly to the area's growing economy.

Employment in the Deep East Texas region--which includes Angelina, Houston, Jasper, Nacogdoches, Newton, Polk, Sabine, San Augustine, San Jacinto, Shelby, Trinity and Tyler counties--has experienced healthy increases during the 1990s. The Deep East Texas region has added jobs at a faster rate than the state as a whole from the third quarter of 1990 to the third quarter of 1994, with an annual growth rate of 2.6 percent compared to 2.2 percent statewide.

In 1990, employment in the Deep East Texas region stood at 87,900 has increased 10.8 percent to stand at 97,400 by 1994. Employment growth in the region has been driven by healthy increases in almost all industry sectors, in particular the construction sector, which boasted a 23 percent increase from the third quarter of 1990 to the third quarter of 1994. Employment gains were also experienced in services, which grew by 15.8 percent, government (up 14.4 percent), trade (13.8 percent), agriculture (11 percent) and transportation, communications and public utilities (10.8 percent). Large employment increases, however, have been offset somewhat by declines in mining and finance, insurance and real estate employment.

The Deep East Texas region is covered by forests and the region is home to a large percentage of the state's timberland. Despite the mild slowdown of the region's agriculture industry, timber remains a key agricultural commodity in the state, and the region. It is estimated that in 1991, the Texas forest industry had an economic impact of \$14.6 billion. The timber industry also contributes significantly to the region's manufacturing sector, and employed 61,000 in 1993.

Since 1990, Nacogdoches County unemployment has consistently trailed the unemployment rate of

the State as a whole, reaching an annualized adjusted rate of 4.4 percent in 1994 compared to a State rate of 6.4 percent over the same time period. (See Figure 1.)

Sectors of the Local Economy

Manufacturing

Manufacturing employment accounted for 23 percent of the jobs in the Deep East Texas region. The forest products industry supports East Texas' large manufacturing industry. Large manufacturing employers in the area, Temple Inland Forest Products, Champion International and Louisiana-Pacific, specialize in the manufacture of products ranging from newsprint and cardboard containers to lumber, plywood, fence posts, cabinets and other building products. Temple Inland, Champion and Louisiana Pacific operate saw mills, planing mills and paper mills across the region, thus the impact of these large employers is felt in almost every county, in particular Angelina, Jasper, Polk, Sabine, Shelby and Trinity counties. Newton County relies heavily on East Texas' forests and employers in the area--Kirby Forest Industries, Hughes Wood Products, Wiergate Lumber and many small logging companies--contribute significantly to the region's forest products industry.

The forest industry is divided into three manufacturing sectors -- lumber and wood

products, paper and allied products and wood furniture -- along with the forestry and logging sectors. According to industry analysts, lumber and wood products represented almost half of total forest industry employment followed by paper and allied products, 38 percent, and wood furniture 9 percent.

The region's temperate climate, adequate precipitation and available feed provide a healthy environment for poultry, and many poultry production and processing facilities are located in Deep East Texas. Tyson Farms of Texas, Pilgrims Pride and Green Acre Foods are among the region's top employers.

The Deep East Texas region specializes in the manufacture of many devices used in oil and gas production, including the manufacture of oil and gas field machinery, pipelines and industrial organic chemicals. Contributing to employment in this area of specialization are Lufkin Industries, Nucor Corporation and Quantum Chemical Corporation in Houston County, Keller Industries in Tyler County and Trinity Steel Fabricators and United Steel Fabricators located in Trinity County.

It is expected that manufacturing employment in the Deep East Texas region will grow with the passage of the North American Free Trade Agreement (NAFTA); markets will expand as tariffs are eliminated and exports will increase

significantly. Champion International recently announced that newsprint sales to Mexico grew from almost nothing to 80,000 tons in 1994, while Temple-Inland claims that its exports have increased fourfold since it entered the Mexican lumber market in 1991.

Newcomers to the Deep East Texas manufacturing sector include Loral Vought Systems. The company is constructing a 50,000-square-foot building in Lufkin that will build components for the U.S. Army's Extended Range Interceptor (ERINT) missile. Other major manufacturers expanding in the region include TSE Tractor Supply, Moore Business Forms and JM Clipper, a manufacturer of industrial seals, all of which are located in Nacogdoches.

Trade

Wholesale and retail trade accounts for 27 percent of total employment. In the third quarter of 1993, the trade sector employed 21,900, and the sector increased 3.2 percent to reach a level of 22,600.

Gross retail sales over the past couple of years have grown at a moderate pace, increasing 6.7 percent from 1991 to 1992 and 7.5 percent from 1992 to 1993. By the end of 1996, total annual retail sales in Nacogdoches were in excess of \$450 million, representing an increase of over 40 percent since the beginning of the decade.

Government

Government employees account for almost one-quarter of all Deep East Texas workers. State government employment in Deep East Texas is likely to increase with the completion of new prison facilities in the region (eg., The Goodman Substance Abuse Facility in Jasper and the Texas Department of Criminal Justice Diboll Correctional Facility). Other state prison facilities in the area include the Angelina County Detention Center in Diboll, the Eastham Unit in Houston County, the Terrell Unit in Polk County and the Lewis Unit in Tyler County. Together, these prison facilities contribute more than 2,000 jobs to the local economy. The Texas Department of Criminal Justice is one of the largest employers in Houston, Polk and Tyler counties.

Stephen F. Austin State University (SFA) is one of the largest employers in the region, providing 1,300 jobs. Located in Nacogdoches, the university was established as a teachers college in 1921. The school has grown into a comprehensive regional university, with more than 12,500 students enrolled in a variety of undergraduate and graduate programs including humanities, sciences, fine arts, business and education, as well as applied offerings like agriculture, forestry, nursing, social work and criminal justice.

Located in the midst of the Piney Woods, SFA offers instruction related to one of Texas' most valuable natural resources. Through the College of Forestry, the university strives to meet teaching, research and service needs associated with professional management of land and related forest resources. Students gain not only the necessary classroom instruction, but also valuable field experience required for the successful management of forests. The College of Forestry encompasses a wide variety of disciplines, including those associated with the Institute for White-tailed Deer Management and Research, the Tucker Center, Forest Entomology, the Piney Woods Conservation Center, the Geographic Information Systems Laboratory, the East Texas Pine Plantation Research project and the National Association for Interpretation.

SFA also offers specialized services for the practicing professional, in an effort to meet the needs of individuals across East Texas. Programs are provided at numerous off-campus locations, while workshops, seminars and other non-credit classes are also offered to meet special interests and needs.

In addition to SFA, Angelina College remains a staple of the local economy and provides high-quality educational programs and services to the local community.

Services

Almost one in five of all workers in Deep East Texas have jobs in the service sector. Nacogdoches and Lufkin serve as health centers for citizens in the Deep East Texas region. Memorial Medical Center of East Texas and Woodland Heights Medical Center, located in Lufkin, and Pinelands Hospital and Nacogdoches Medical Center, both located on Nacogdoches, provide a variety of medical services to area residents. Pinelands Hospital employs 85 and has 38 beds. Woodland Heights Medical Center provides 435 jobs to the region's economy, and has 117 licensed beds. Also associated with Woodland Heights are the Lufkin Sports and Rehabilitation Center and the Lufkin Diagnostic Center. Nacogdoches Medical Center, with 150 beds, has about 430 employees. The center has acquired an occupational health clinic and expanded to several rural health clinics in the area.

The Deep East Texas region is one of the state's most popular tourist destinations, accounting for a good part of the region's service employment. The tourism industry's impact on Deep East Texas is based on the area's many historical sites -- including two claimants to the title of the oldest town in Texas, Nacogdoches and San Augustine -- natural areas and parks including Angelina National Forest and Davy Crockett National Forest. Located in the heart of the

Angelina National is the largest body of water wholly in the state of Texas, Sam Rayburn Lake. Sam Rayburn provides water and recreational facilities year-round for Deep East Texans. With its abundance of flooded timber areas, Sam Rayburn is also a popular retreat for fisherman. Another attraction in the Deep East Texas region is the reservation maintained by the Alabama and Coushatta Indian tribes in Polk County. Also providing recreation activities for area residents are Lake Livingston, Sam Houston National Forest, Toledo Bend Reservoir, B.A. Steinhagen Lake and parts of the Big Thicket National Preserve.

Travel expenditures in 1993 for the Deep East Texas region, stood at \$296 million, and topped 1992 expenditures by more than 7 percent.

Construction

The construction industry was a healthy component of the Deep East Texas economy during the 1990's. Contributing to the construction boom were new prison construction projects and hospital expansions. In addition, Crown Converting of Lufkin plans to expand their paper cutting operation by building a 30,000- to 40,000-square-foot facility adjacent to its existing facility located in the Dunagan Warehouse.

Limited data is available on the real estate

activity in the Deep East Texas region, however some information was available for Lufkin and Nacogdoches. From September 1994 to December 1994, there were 1,210 homes for sale in Lufkin, and 93 homes sold. In the first two months of 1995, however, the number of homes for sale declined to 590 and 76 homes have sold. Real estate activity is on the rise; more than twice as many homes were sold in January, than in the previous month. In February 1995, 24 homes were sold at a median price of \$60,000. In Nacogdoches, there were 47 homes sold during the first two months of 1995; 19 homes were sold in February at a median price of \$71,700.

Economic Outlook for the Deep East Texas Region through 2000

The economy of Deep East Texas should continue a moderate, but slowing, expansion through the end of the century. For the last half of the 1990s, growth should moderate further in line with statewide trends, averaging a 1.5 percent annual employment growth from 1995 to 2000. In total, more than 9,500 additional jobs should be generated by the region's economy in the last half of the decade.

Strongly contributing to this overall pattern of slowing growth, construction employment, which posted a strong 5.8 percent growth rate from 1993 to 1994, will decline slightly. Very modest growth in construction will be the norm through

the year 2000.

Manufacturing employment should grow modestly through the end of the decade. Building on the region's natural resource base, timber-related industries should show some continued growth through the end of the decade, including paper and paper processing, lumber and wood products and furniture and fixtures. Additionally the region should enjoy some continued good growth in food processing. Other industries, such as textiles and apparel, will continue to come under increased import competition nationwide, and could suffer some declines during the decade. In other cases, productivity gains in highly automated production processes typical of industries such as petroleum refining and chemicals can lead to employment losses through attrition even though no productive capacity is lost.

As it has in the recent past, the service sector will generate many of the new jobs in the Deep East Texas region through the end of the decade. Although the service sector will account for less than 21 percent of all jobs in the region by the year 2000, it accounts for nearly 40 percent of the expected job growth for the region as a whole during this period. Nonetheless, the rate at which the service sector is expanding will slow over the next few years, slipping slightly from a 3.8 percent job growth rate from 1993 to 1994 down to 3.7 percent growth in 1994-95, and averaging

3.0 percent from 1995 to 2000.

Employment in both mining and federal civilian government is likely to decline steadily through the end of the decade. With federal budget constraints continuing to face Congress in the foreseeable future, it is likely the recent downsizing and consolidation seen in the county agent offices of the Department of Agriculture will become more of the norm for other federal programs. In mining, the oil and gas extraction industry will continue its slow decline as an employment force in the Deep East Texas region and throughout nearly all producing regions of Texas.

On the other hand, employment growth in state government should remain strong during the decade. The opening of new correctional facilities in Jasper, Diboll and in Houston County will fuel job growth in state government during the next few years. In total, state government employment is expected to climb by more than 500 jobs during the last half of the 1990s.

The growth of the region's economy will feed continued population growth. Total population in the region is expected to rise from 322,900 in 1994 to 334,100 by 2000. In particular, the population in Nacogdoches County is expected to increase from 54,753 in 1990 to 59,588 by 2000. As the baby boom generation continues to

move out of prime child-bearing ages, however, the rate of growth in the East Texas region's population will slow through the end of the decade mirroring declining birth rates expected across the state in the last half of the 1990s.

Reflecting the pattern of employment growth, total personal income in the region displayed strong growth from 1993 to 1994, increasing 7.1 percent, slightly above the statewide figure of 6.8 percent. As the region's employment base continues to expand but at slower rates, so too will total income grow, but at a somewhat slower pace, averaging 6.5 percent annual growth from 1995 to 2000.

Because the rate of population growth will decline more rapidly than the rate of growth in total personal income from 1995 to 2000, the rate of growth in per capita income should actually be greater during the last half of the decade than it was from 1993 to 1994. Rising per capita income coupled with slowing, but still good total personal income growth in the region, will maintain fairly strong increases in retail sales. Although retail sales growth should slow down from a very strong 9.4 percent growth rate in 1993-94, retail sales growth should remain around 7 percent annually through the end of the decade.

The Workforce

Introduction

A highly skilled work force is frequently the most important factor in a company's relocation decision. A work force with low skill levels or who cannot adapt to a changing marketplace can hinder businesses from expanding or raising productivity.

In Deep East Texas, work force development revolves around colleges and universities, community and technical colleges, private trade schools, high schools, state agencies and other nonprofit and private organizations. Work force programs include employer-provided training, large government-funded job training programs, small community-based programs, high school vocational programs, literacy and basic skills training, apprenticeships and services for the disabled.

Work Force Profile

To assess work force needs and allocate limited public resources for education and training programs, it is essential to know what assets each region contains and which occupations are likely to be in high demand in the future. Looking at the size, the demographic make-up, educational attainment levels and occupations of today's work force, particularly in reference to state and

national norms, helps identify areas where additional education and training could enhance economic activity.

Demographics

The characteristics of an area's population--its current composition and its future trends--are significant indicators of an area's work force training needs. The population's growth rate provides a clue to the growth rate of the area's work force. In addition, a large current population of children--which could itself indicate a need for training programs--or an expected increase in the working age population can indicate the future availability of workers.

By the turn of the century, the Deep East Texas region will add about 28,648 people to its 1990 population of 305,452. This 9.4 percent increase will bring the region's total population to 334,100 by the year 2000. The Texas population will grow by 17.6 percent from 1990 to the year 2000, almost twice as fast as the region. The national population, which should see a 10.8 percent increase by the turn of the century, will increase slightly faster than the region's population.

The number of children in an area's population is another measure of future worker availability. Nationally the number of preschoolers--children aged 0 to 4--will increase 3.0 percent by the year

2000. Comparatively, the population of Deep East Texas preschoolers will grow about twice as fast, increasing 6.5 percent by the turn of the century. In Texas these youngsters will increase 11.4 percent during the decade.

Following national and state trends, the number of preschool age children as a percentage of the total population in the region will decrease through the end of the decade. Preschoolers comprised 6.9 percent of the region's population in 1990 and will make up about 6.7 percent in the year 2000. In Texas and the nation the proportion of preschoolers will drop from 8.4 to 7.9 and from 7.6 to 7.0 percent respectively. The decrease in the proportion of preschool children comes from lower birth rates as the baby boomers age out of prime child-bearing years.

Bucking national and state trends, the number of school age children (those 5 to 17 years old) will decrease in the Deep East Texas region. By the end of the decade, school age children in the Deep East Texas region will drop from 58,789 to about 58,650 a decline of 139 or 0.2 percent. In both Texas and the nation, the number of school age children in Texas should increase by more than 15 percent.

This slight decline in the number of school age children may well be a cloud with a silver lining. Rapid growth in the number of children elsewhere in the state will increase pressures on

public education systems, a problem that Deep East Texas is not likely to experience.

Over the short term, the current working-age population is of paramount importance to an area's economic development. The number of workers available, along with their education, skills and training, influence the type of businesses that will locate in an area.

In the Deep East Texas region the pool of potential workers--those aged 18 to 64--comprise the largest segment of the population, 57.7 percent in 1990, which will rise to 58.3 percent by the year 2000. The region will add about 18,664 working age people by the turn of the century, bringing the total to 194,890. Meanwhile, Texas expects faster growth, 18.9 percent from 1990 to 2000, along with an increase in the proportion of working-age adults. Nationally, the working-age population will grow slightly slower than both Deep East Texas and the state, increasing at just 9.8 percent. The proportion of working-age people in the national population will drop from 61.7 to 61.2 percent.

In race and ethnicity, the Deep East Texas region is like most of the rest of Texas where diversity will increase. While the number of Anglos in Deep East Texas will increase by about 6.0 percent, the percentage of Anglos in the population will decrease from 77.5 percent to 75.1 percent. The number and percentage of both

Blacks and Hispanics also will increase. The number of Blacks in Deep East Texas will grow to 61,200 people or by 16.0 percent by the year 2000. At the end of the decade Blacks will comprise 18.3 percent of the population. The Hispanic population will grow by about 5,715 people by the turn of the century and number about 19,550. Hispanics will comprise 5.9 percent of the population, up from 4.5 percent in 1990. While the "other" population category will grow by about 248 people, it will continue to constitute just 0.7 percent of the population.

Educational Attainment

Educational attainment is an important barometer of an area's work force potential. A high level of educational attainment provides flexibility in job searches, makes it easier to get and keep jobs, increases the opportunity for advancement and usually means higher wages. Such occupational flexibility and ability to successfully retrain for new jobs mean educational attainment is also an important factor for businesses considering a move to an area and for employers hiring workers.

In 1990, more than one third of the adults--people aged 18 or older--in Deep East Texas were not high school graduates. Among the 79,585 adults lacking a high school education, almost 40 percent--or 31,090 people--had less than a ninth grade education. In Texas, 28.1

percent of adults did not graduate from high school, while 12.3 percent of all adults had not completed the ninth grade. Nationally only 9.4 percent of adults lacked a ninth grade education, while a total of 24.6 percent did not receive a high school diploma.

On a regional basis, the percentage of adults in the Deep East Texas region lacking a high school education is more than ten points above the national percentage and more than seven points above the state's. Considering that most of the region's workers must come from this pool of adults, the lack of a high school education for so many is troubling. The lack of education for a large part of the region's work force will cause many companies to locate elsewhere. Steps must be implemented to insure that the region's adults lacking a high school education have access to classes for general educational development (GED). However, more locally, educational attainment levels are considerably better. In Nacogdoches, for example, the percentage of people with a bachelor's degree and the percentage of individuals with a graduate degree is greater than the State as a whole, while the percentage of individuals with less than a 9th grade education is lower than that of the State. (See Table 1.)

The 64.7 percent share of adults in the Deep East Texas region with at least a high school education falls below the state's 71.9 percent. In

Nacogdoches, 72.8 percent of all adults have at least a high school education. Nationally, more than three quarters of all adults have at least a high school education. For other measures of educational attainment--ranging from the percentage of the region's population with some college to those with graduate degrees--the state and national percentages are all higher than the region's -- with the exception of the City of Nacogdoches in particular.

The percentage of adults in Texas and the nation with the highest levels of education--bachelor's degrees or graduate or professional degrees--are almost twice that of the adults in the Deep East Texas region. In Texas, 12.6 percent of adults had bachelor's degrees as did 12.3 percent of the nation's adults. In Deep East Texas, only 6.6 percent of adults had bachelor's degrees. The nation outranked Texas in the percentage of adults with graduate or professional degrees--6.3 percent compared to 5.5 percent. Just 3.6 percent of Deep East Texas adults had such degrees. Because higher wage jobs generally require higher education levels, educational attainment levels lower than the rest of the state and the nation may make Deep East Texas a less inviting location for businesses offering high wage jobs. As noted earlier in Table 1, however, such is NOT the case in Nacogdoches.

Potential Economic Development Projects for Nacogdoches

In developing an economic development agenda for the City of Nacogdoches, two different alternatives redevelopment schemes were proposed. Each alternative proposes several improvements to the Bonita Creek area near Downtown, the Depot District, Downtown, and West Pillar Street. Both alternatives propose dramatic improvements in a different way. This section will deal with the likely economic benefits of each proposal as they relate to the impact on retail sales, employment, and tax revenues.

Alternative One

Alternative One proposes soccer fields, tennis courts, a pavilion, horseshoe pits, exercise stations, and a jogging path in Bonita Creek Park. In addition, it also proposes a 20-space RV park in the park area. Alternative One also proposes a dramatic gateway along Commerce Street, a fountain plaza on West Pillar, and the creation of a Depot District which includes approximately 14,500 square feet of retail space. Almost 5,000 square feet of retail space is proposed for the Fountain Plaza area.

Alternative Two

Alternative Two proposes essentially the same

mix of amenities in the Bonita Creek Park area as seen in Alternative One with the exception that Alternative Two also includes an amphitheater as well as a 4,000+ square feet multi-use community building. The Depot District includes a Nature Center and approximately 12,500 square feet of retail space. Alternative Two also differs in that it proposes the creation of a Bonita Creek Promenade involving the redevelopment of approximately 20,000 square feet of retail space. Finally, similar to Alternative One, approximately 5,000 square feet of retail space is proposed in the West Pillar Street area.

In sum, Alternative One proposes a total of approximately 19,500 of retail space plus a 20-space RV lot. Alternative Two proposes a total of approximately 37,500 square feet of retail space plus an amphitheater. It is the impacts of these aspects of the redevelopment proposals that this report will focus.

Estimates of Retail Sales

Estimates of retail sales are typically calculated based on an expected level of sales per square foot. For the purposes of this report, data was drawn from the Urban Land Institute's 1996 publication Dollars and Cents of Shopping Centers based on median sales per square foot experienced in neighborhood shopping centers for the following types of stores:

Sales per Store Type	Square Foot
Women's specialty	\$ 236.10
Arts and crafts	61.15
Art gallery	127.80
Jewelry	270.07
Bakery	257.21
Restaurant	168.00
Pizza Parlor	155.76
Ice Cream Parlor	214.73
Women's Ready-to-Wear	151.32
Children's Wear	147.50
Men's Wear	143.08

Obviously, any number of combinations of facilities and sizes like those identified above (or other facility types) could be considered. Those mentioned above are for example purposes only. However, given the set of facilities identified, a possible configuration among the two design alternatives and the various three development areas is identified in Tables 3 - 6. Using the space allocations in Tables 3 and 4, and the sales per square foot levels noted above, Tables 5 and 6 show the levels of expected sales which might be reasonably expected to be obtained. Finally, based on the estimated sales, total sales tax revenues to the general fund are estimated to be between \$33,000 and \$59,000. In addition, it is estimated that total employment impacts associated with Alternative One and Alternative Two could generate as many as 134 and 195 full-time equivalent jobs respectively.

As noted earlier, Alternative Two also proposes the construction of an amphitheater in Banita Creek Park. Such an amphitheater could not only be a significant amenity for the residents of Nacogdoches but also an attraction for visitors to the City. For example, the City could use the talents of the students and faculty of the Theater Arts Department at Stephen F. Austin State University to host a Texas history-based production similar to that proven successful in Palo Duro Canyon near Amarillo. Such a production could serve as a centerpiece for significantly increasing the tourism potential for the City.

Conclusion

As is discussed in other reports associated with the project, the City of Nacogdoches is one of great historical and cultural resources. It is a city with an existing tourism base of no small significance. The potential exists for the City, with a few improvements similar to those outlined in Alternative One and Alternative Two, to not only significantly improve its appearance, but to then turn the improved appearance and amenities into tax revenue for the City and income and job opportunities for residents.

TABLE 1

Educational Attainment - Adults 25 Years of Age and Older

	City of Nacogdoches	County of Nacogdoches	State of Texas
< 9 th Grade	11.5%	12.3%	13.5%
9 th to 12 th Grade, No Diploma	15.8%	18.1%	14.4%
High School Graduate	21.4%	25.7%	25.6%
Some College, No Degree	20.9%	19.6%	21.1%
Associate Degree	4.5%	4.3%	5.2%
Bachelor's Degree	15.6%	12.1%	13.9%
Graduate or Professional Degree	10.4%	7.9%	6.5%

TABLE 2

Employment by Industry

	City of Nacogdoches	County of Nacogdoches	State of Texas
Agriculture, Forestry, and Fisheries	3.7%	5.7%	2.8%
Mining	0.3%	0.7%	2.2%
Construction	3.0%	5.1%	6.7%
Manufacturing, non durable	5.1%	5.8%	6.0%
Manufacturing, durable	8.7%	10.4%	8.4%
Transportation	2.5%	3.0%	4.6%
Communications, Utilities	1.2%	1.6%	3.0%
Wholesale Trade	3.4%	3.7%	4.9%
Retail Trade	23.8%	21.3%	17.4%
Finance, Insurance, Real Estate	4.6%	4.1%	6.8%
Business and Repair Services	3.6%	3.5%	5.5%
Personal Services	3.4%	3.1%	3.4%
Entertainment and Recreation Services	1.5%	1.1%	1.2%
Health Services	8.5%	8.8%	7.3%
Educational Services	18.7%	15.1%	8.9%
Other Services	4.5%	4.0%	6.3%
Public Administration	3.3%	3.0%	4.5%

TABLE 3

Allocation of Square Footage for Development Alternatives

Alternative One

Category	Depot District	Fountain/Plaza West Pillar Street	Promenade
Women's Specialty	2,900	-	-
Arts and Crafts	2,175	-	-
Art Gallery	1,450	1,250	-
Jewelry	1,450	-	-
Bakery	-	-	-
Restaurant	3,625	3,750	-
Pizza	-	-	-
Ice Cream Parlor	1,450	-	-
Women's Read-to-Wear	-	-	-
Children's Wear	1,450	-	-
Men's Wear	-	-	-
Total Square Feet	14,500	5,000	-

TABLE 4

Allocation of Square Footage for Development Alternatives

Alternative Two

Category	Depot District	Fountain/Plaza West Pillar Street	Promenade
Women's Specialty	2,500	-	1,000
Arts and Crafts	1,875	-	2,000
Art Gallery	1,250	1,250	1,000
Jewelry	1,250	-	1,000
Bakery	-	-	2,000
Restaurant	3,125	3,750	5,000
Pizza	-	-	5,000
Ice Cream Parlor	1,250	-	-
Women's Read-to-Wear	-	-	2,000
Children's Wear	1,250	-	2,000
Men's Wear	-	-	2,000
Total Square Feet	14,500	5,000	20,000

TABLE 5

Estimated Sales Based on Square Footage of Retail Use for Development Alternatives

Alternative One

Category	Depot District	Fountain/Plaza West Pillar Street	Promenade
Women's Specialty	\$684,690	-	-
Arts and Crafts	\$133,001	-	-
Art Gallery	\$185,310	\$159,750	-
Jewelry	\$391,602	-	-
Bakery	-	-	-
Restaurant	\$609,000	\$630,000	-
Pizza	-	-	-
Ice Cream Parlor	\$311,359	-	-
Women's Read-to-Wear	-	-	-
Children's Wear	\$213,948	-	-
Men's Wear	-	-	-
Total Sales	\$2,528,909	\$789,750	-
Total Sales for Alternative One: \$3,318,659			

TABLE 6

Estimated Sales Based on Square Footage of Retail Use for Development Alternatives

Alternative Two

Category	Depot District	Fountain/Plaza West Pillar Street	Promenade
Women's Specialty	\$590,250	-	\$236,100
Arts and Crafts	\$114,656	-	\$122,300
Art Gallery	\$159,750	\$159,750	\$127,800
Jewelry	\$337,588	-	\$270,070
Bakery	-	-	\$512,420
Restaurant	\$525,000	\$630,000	\$840,000
Pizza	-	-	\$311,520
Ice Cream Parlor	\$268,413	-	-
Women's Read-to-Wear	-	-	\$302,640
Children's Wear	\$184,438	-	\$295,100
Men's Wear	-	-	\$286,160
Total Sales	\$2,180,094	\$789,750	\$3,017,950
Total Sales for Alternative One: \$5,987,794			